

INTERNATIONAL ENTERPRISE SINGAPORE



Global Company **Partnership**

Let your business take flight



Driving
Singapore's
External
Economy

It's every business
owner's dream
for their brand to
go global.





For Mr Bean, the dream came true with much ambition and hard work. From its humble beginnings as a tiny stall in People's Park Hawker Centre in the 90s, Mr Bean has grown to 60 stores in China, Japan, Malaysia, the Philippines, South Korea and Singapore.

Mr Bean's success lies not only in their quality products, but also in a leadership with global aspirations acknowledging Singapore's limited domestic market, and the vast potential of the external economy.

It's one of the many success stories that IE Singapore has been proud to be a part of. From the get go, we provided Mr Bean with market intelligence, partnered them on trade missions, linked them up with valuable business contacts and helped in their overseas marketing efforts.

As the government agency driving Singapore's external economy, IE Singapore is committed to partnering you in growing your business overseas, building a robust international footprint and becoming globally competitive.



Whether you are new to internationalisation or already have presence overseas, let us help your business take flight now.



Why Go Global?

**The answer is quite
simple, really.**

With a limited domestic economy in Singapore, it's crucial for companies to go abroad for access to a wider and more diversified consumer base and market.

Overseas markets also provide access to resources and cost-competitive options for overheads.

Moreover, with volatility the new norm in the global economy, putting your eggs in more than one basket, or market, diversifies your risk.



China

1.3 billion potential customers
A middle class four times larger than the US
An urban population of 70% by 2035



Helping you **Go Global**

Global Company Partnership (GCP)

The Global Company Partnership (GCP) is IE Singapore's approach designed to help take your business global. It's a committed relationship between you and us, with the goal of growing you into a Globally Competitive Company (GCC) with products and services that rival the world's best.

We'll work with you to understand your business – from your product to your strategies, and your internationalisation plans. Together, we'll assess the best potential markets and opportunities for your growth, and understand your capabilities and gaps. We'll then customise a set of comprehensive solutions for you.

What are Globally Competitive Companies (GCCs)?

GCCs are Singapore's engine for long-term sustainable growth. These companies create high value jobs with regional or global responsibilities for Singaporeans, building a workforce with a global outlook essential for Singapore's long-term competitiveness and ensuring we remain relevant to global markets.



The GCP Process



Step 1

We will understand your business strategies, products and services, and plans for overseas growth.



Step 2

Together, we will assess potential sectors within different markets and competitive landscapes, understand your capabilities and gaps, and identify relevant opportunities for growth.



Step 3

We will customise a comprehensive suite of solutions for your international growth through **capability building, market access, manpower development** and **access to financing**.

Do you Qualify?

Big or small, new to internationalisation or otherwise, IE Singapore's Global Company Partnership (GCP) is for all Singapore-based companies with:

- ✓ **Global aspirations**
 - ✓ **Clear internationalisation plan**
 - ✓ **Competitive product or service**
 - ✓ **Potential economic benefits to Singapore**
-

GCP encompasses both financial and non-financial support. To qualify for financial support, you would also need to fulfil the following criteria:

- ✓ **Global HQ anchored in Singapore**
- ✓ **An annual turnover of at least S\$500,000 per annum based on the most recent audited report**
- ✓ **An annual total business spending* of at least S\$250,000 in Singapore for each of the past three years**
- ✓ **A minimum paid-up capital of S\$50,000**
- ✓ **At least three managerial staff**

* Total Business Spending refers to expenses incurred by the company-applicant.

- Staff costs (salary, training etc)
- Finance costs (bank loans/ overdrafts/ interest)
- Other operating expenses e.g. Advertising & promotion, Audit fee, Depreciation, Director's remuneration, Freight charges, Insurance cost, Office rental, Professional consultant's fees, Telecommunications, Utilities, Distribution and selling expenses.

Total Business Spending excludes:

- Costs of goods sold/ Cost of sales
- Exchange-rate losses
- Allowance for doubtful debts
- Income tax expense
- Property tax expense

New to **Internationalisation**

You recognise Singapore's limited domestic market and acknowledge that seeking out overseas markets and opportunities is the way to take your business forward.

But before you make the first move, let us give you a leg up.
Learn more about the markets you're interested in, and shore up the capabilities you'd require.



Information and Resources



Seminars/ Workshops



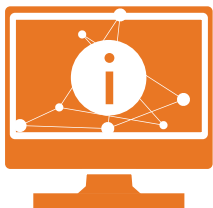
Trade Associations and Chambers



iAdvisory Centre

Visit our iAdvisory Centre – a one-stop centre for companies looking to take their business overseas.

We'll understand your business and internationalisation plan and point you in the right direction. From advice on establishing your overseas office to the programmes and schemes we offer, our concierge will be your first point of contact.



Information and Resources

Print and Online Resources

Our iAdvisory Centre is also stocked with a wide collection of information resources. Get up to speed on the latest global economic developments and learn how to conduct robust competitive analyses and benchmarking, as well as generate overseas business leads. Our collection of international information resources include:

- Business Monitor International Online
- Economist Intelligence Unit
- Mint Global
- One Source
- Business Insights
- CEIC
- Kompas
- Lexis Nexis

IE Insights

These are market or industry-focussed reports that provide a current economic update on key emerging regions, giving our view on the key opportunities relevant to you.

iAdvisory Seminars

Get practical insights on new market opportunities from industry experts and companies that have successfully ventured overseas. Hear first-hand from our overseas centre directors, ambassadors, and officials from foreign ministries and embassies. These country-specific seminars are also a platform for discussions on market set-up, tax, legal and HR issues with experts and in-market advisors.



Seminars/ Workshops

Export Clinics

59% of SMEs face customs issues when entering overseas markets*. These clinics will give you an understanding of the various technical and administrative aspects of an export operation.

Market Research

Technique Workshops

Through these workshops, learn how to extract the key information you need and maximise the vast selection of online resources and journals available at our iAdvisory Centre.

Export Workshops

These workshops will help you understand the financial, production and export capabilities you need for successful market penetration. You will also gain a good understanding of the technical skills and administrative knowledge required to manage your export operations.

• Export Readiness Assessment (ERA) Toolkit

Ready to export but not sure how or where to begin? This online toolkit will assess your company's financial strength, and production and export capabilities.

• Export Strategy Workshops

These workshops will identify your key challenges and develop the right strategies for your exports, addressing the following:

- Export marketing plan development
- Overseas market research
- International branding
- Evaluation of international channels
- Partner selection
- Agreement negotiation
- Effective overseas market visit presentation
- Electronic commerce for SME exporters

* Internationalisation Survey 2011/ 12, an annual survey by IE Singapore

The Export Strategy Workshop course fees qualify for tax benefits under the enhanced Productivity and Innovation Credit (PIC) scheme. Companies may enjoy up to 400% Tax Deduction/ Allowances or exercise an option to convert their expenditure into a non-taxable cash pay-out. This PIC cash pay-out option is available from YA 2011 to YA 2015 at a conversion rate of 30% for YA 2011 and YA 2012; and 60% for YA 2013 to YA 2015. For more details, visit <http://www.iras.gov.sg/irashome/Plcredit.aspx>

Local Enterprise and Association Development (LEAD)

Branding, business development, intellectual property protection and manpower management are some key pillars for strong business growth. Through LEAD support, trade associations and chambers can help to strengthen your capabilities in these areas. We also work with these industry champions to bring companies overseas on missions and tradeshows, allowing you to suss out potential partners and new markets.



Trade Associations and Chambers

International Marketing Activities Programme (iMAP)

Tradeshows are an important channel for you to reach out to overseas buyers from around the world. At these events, you will be able to identify market trends, understand your customers and competitors, and make valuable business contacts.

In collaboration with trade associations and chambers, you can tap into iMAP funding to participate as part of the Singapore pavilion. By leveraging Singapore's brand name of reliability, quality and efficiency, you can increase your impact at the show.





India

590 million city dwellers by 2030
US\$60 billion budget for infrastructure
583 million middle-class Indians by 2025

You have **Overseas Presence**

You have taken your product or service abroad and want to further entrench your position in the markets you are in, and explore new ones.

You have **Overseas Presence**

You're already overseas and seeing good returns. And it's now time to take your international business to greater heights.

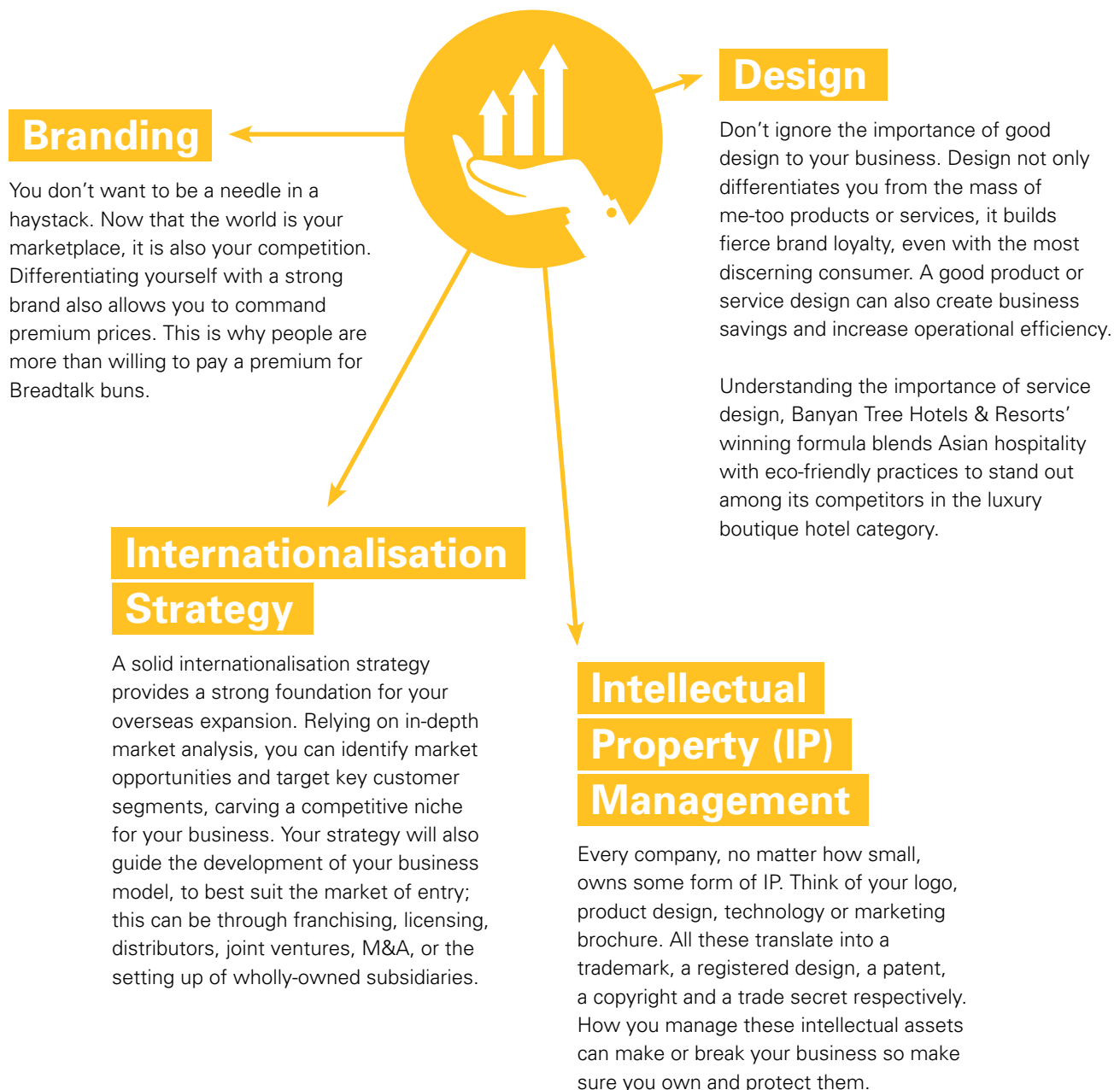
Let us partner you in achieving your global vision. Share your business dreams with us and let us prepare you for the next phase of growth through our Global Company Partnership (GCP):





Capability Building

It's not easy to break into new markets, but it can be easier with the right business capabilities. Depending on your level of readiness, we will recommend the right clinics, seminars or third-party consultants to shore up the relevant capabilities, and co-fund up to 50% of eligible third party costs. Though non-exhaustive, they include:



Market Access

Entering a new market for the first time can be a daunting task. But with more than 35 Overseas Centres, we can make it easier. Our centre directors can link you up with the right partners and give you our perspective on the country's pulse and potential sensitivities. Our access to foreign governments and business leaders can also open doors for you.

We know the markets

- With more than 35 offices worldwide, we provide first-hand insights on global business trends and valuable government and industry connections.
- We provide industry-specific market reports and help you assess the feasibility of your business in new overseas markets through third-party consultants.

We open doors to international business projects

- We have over 20 platform projects around the world. These long-term economic partnerships between Singapore and foreign governments offer many business opportunities for your company in a controlled environment.

Examples include the Guangzhou Knowledge City and Sino-Singapore Tianjin Eco City in China, four Vietnam-Singapore Industrial Parks across Vietnam, and the International Tech Park in Bangalore, India.

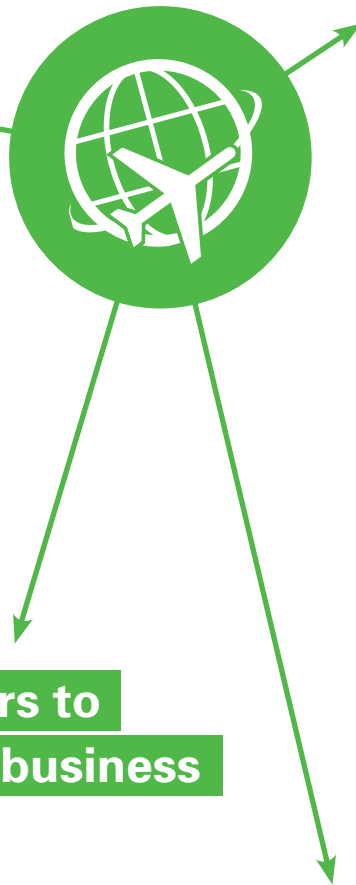
- As a government agency, we open doors for you to opportunities offered by international organisations such as the Asian Development Bank, International Monetary Fund and the World Bank.

We help you lower business costs

- We will co-fund up to 50% of eligible third-party consultancy costs for market research, feasibility studies and M&A due diligence.
- We provide financial support for market start-up costs for expansion into new overseas markets. Some examples include:
 - Setting up of overseas marketing presence
 - Registration fees for new set-ups and IP
 - Fees for appointing new Exporter/Distributorship
 - Testing and in-market certification
- Your company can enjoy 200% tax deduction on eligible expenses when carrying out qualifying market expansion and investment development activities.

We connect you to governments and business leaders

- We hold high level forums such as the Abu Dhabi Singapore Joint Forum, Africa Singapore Business Forum and Latin Asia Business Forum to connect you with the top minds in governments and businesses from emerging markets.
- We support seven bilateral business councils across China, a key mode of G2G engagement that opens doors to business opportunities and partnerships in China.





Manpower Development

As your business expands globally, you may face increasing human resources challenges ranging from the ability to attract fresh talent into your organisation, labour challenges in overseas markets, to developing a holistic human capital strategy to manage key talent across the world. Let us partner you in overcoming these challenges, particularly in the areas of:

Talent Attraction

Talent attraction and retention is critical to the success of any company and even more so for a company going global. Let us help you ensure a steady supply of talent through university internships, scholarships, and international sourcing of mature talent.



International Human Resource (HR) Strategies

Having a well developed and thought out international HR strategy can help your company avoid common international HR pitfalls such as non-compliance with foreign labour laws and regulations, poor employee branding in your target overseas markets, or a lack of a comprehensive talent management framework to manage key talents across various markets. Let us help you develop and refine your international HR strategies through third-party consultants.

Talent Development

Taking a proactive approach to talent development will enable you to identify key skills gaps that are critical to your company's global vision. We can help you develop your key talent through our market immersion initiatives and support your company in developing customised training programmes; these will remove any skills gaps which are hindering your international growth.

Access to Financing

The ability to access capital is crucial to take your business global. Through GCP, our credit enhancement schemes* will facilitate your access to capital from participating financial institutions.

Internationalisation Finance (IF) Scheme

This scheme increases the capacity of participating financial institutions to extend mid to long tenure capital facilities (up to 15 years) to you. These facilities can be used for fixed asset purchase, working capital and banker's guarantee for overseas projects. This is possible as IE underwrites against your company's insolvency risks with the participating financial institutions on such facilities.

Political Risk Insurance Scheme (PRIS)

Political risk insurance helps to protect your overseas investments and projects against political risk events which may adversely affect your financial position. This can include acts of expropriation, currency inconvertibility, transfer restrictions or breach of contract by the host government. Under PRIS, we will co-fund up to 50% of your insurance premium for obtaining political risk insurance policies.

Loan Insurance Scheme (LIS/ LIS+)

The Loan Insurance Scheme (LIS/ LIS+) increases the capacity of participating financial institutions to extend short-term trade financing facilities for inventory financing, factoring and receivables discounting. This is made possible by the insurance coverage provided by commercial insurers and/or IE Singapore against your company's insolvency risks.

Under LIS, where the insurance is provided by commercial insurers, we will co-fund up to 50% of the insurance premium you pay. For amounts beyond the capacity of commercial insurers, we can step in to insure the risks under LIS+, enabling our participating financial institutions to extend their facilities to you.

Trade Credit Insurance Scheme (TCIS)

Trade credit insurance helps to protect you against non-payment by your buyers when you extend credit terms to them.

Under TCIS, we will co-fund up to 50% of the insurance premium you pay for obtaining trade credit insurance policies.

* Please refer to the individual Financing brochures for more information and eligibility criteria.



Africa

Average GDP growth of 5%
Collective population of 1 billion
35% of population are middle class
Sub-Saharan Africa has world's
youngest population



Next Steps

IE Singapore's Global Company Partnership (GCP) is not about a "one size fits all" solution. Rather, through a committed partnership, we work with you to realise your ambitions for internationalisation and grow your company into a globally competitive one that benefits both Singapore and your company.

If your business is ready to take flight, call **1800-IESPORE (1800-4377673)** to kick start your internationalisation journey with us.

Does your company have all of the following?

- ✓ Leadership with global aspirations
- ✓ Clear internationalisation plan
- ✓ Competitive product or service
- ✓ Potential economic benefits to Singapore

Need help?

Speak to IE Singapore at 1800-IESPORE (1800-4377673)

IE Singapore presents your company with a set of comprehensive solutions to address the following areas:

- ✓ Capability Building
- ✓ Market Access
- ✓ Manpower Development
- ✓ Access to Financing

IE Singapore understands and analyses your company's business plans

IE Singapore works with you to plug the gaps in your capabilities

Your company takes its first steps into a new market.

Your company expands into more markets

Your company grows and eventually becomes a GCC!

International Enterprise Singapore

International Enterprise (IE) Singapore is the government agency driving Singapore's external economy. We spearhead the overseas growth of Singapore-based companies and promote international trade. Our vision is a thriving business hub in Singapore with Globally Competitive Companies (GCCs) and leading international traders.

IE Singapore attracts global commodities traders to establish their global or Asian home base in Singapore. Today, Singapore is a thriving trading hub with a complete ecosystem for the energy, agri-commodities and metals & minerals trading clusters.

Through our Global Company Partnership, we also work with Singapore-based companies in their various stages of growth towards being globally competitive. We customise total solutions in capability building, market access and financing for these companies as they internationalise.

Our global network of overseas centres in over 35 locations provides the necessary connections in many developed and emerging markets.

Visit **www.iesingapore.com** for more information.

Global Company Partnership

Areas of Support - **Capability Building**



Areas of Support	Eligible Expenses
<p>Capability strategy development including:</p> <ul style="list-style-type: none"> • Diagnosis • Strategy development • Recommendations <p>Examples of supportable capabilities:</p> <ul style="list-style-type: none"> (i) Internationalisation strategies (ii) Branding (iii) Design (iv) Franchising and licensing (v) Intellectual property management (vi) E-commerce (vii) Financial management (viii) Supply chain management 	<p>Eligible companies can enjoy support of up to 50% of the following eligible expenses:</p> <ul style="list-style-type: none"> • Cost of engaging a third-party professional consultant to conduct supportable activities • In-house manpower support of basic salary (Up to two man-months during the project.) <p>SMEs can enjoy up to 70% support of third-party consultancy costs for Branding, Design and Intellectual Property Management activities from 1 Apr 2012 to 31 Mar 2015.</p>
<p>First time strategy execution (Within 12 months of completion of any of the capability strategy projects listed above)</p>	<p>Eligible companies can enjoy support of up to 50% of the following eligible expenses:</p> <ul style="list-style-type: none"> • Third-party costs in executing strategy recommendations

Do You **Qualify?**

To qualify for financial support, you would need to fulfil the following criteria:

- ✓ Global HQ anchored in Singapore
- ✓ An annual turnover of at least S\$500,000 per annum based on the most recent audited report
- ✓ An annual total business spending¹ of at least S\$250,000 in Singapore for each of the past three years
- ✓ A minimum paid-up capital of S\$50,000
- ✓ At least three managerial staff

Each application/ proposal will be evaluated and subject to approval on a case by case basis.

IE Singapore will then co-fund eligible expenses.

¹ Total Business Spending refers to expenses incurred by the company-applicant.

- Staff costs (salary, training etc)
 - Finance costs (bank loans/ overdrafts/ interest)
 - Other operating expenses e.g. advertising & promotion, audit fee, depreciation, director's remuneration, freight charges, insurance cost, office rental, professional consultant's fees, telecommunications, utilities, distribution and selling expenses.
- For examples of the exclusion list, please refer below.

Total Business Spending excludes:

- Costs of goods sold/ cost of sales
- Exchange rate losses
- Allowance for doubtful debts
- Income tax expense
- Property tax expense

Hear what some have to say:

Intellectual Property (IP)

"Over the years, we have developed a strong **INTELLECTUAL PROPERTY (IP)** portfolio needed for our business. When it came to venturing overseas, we decided to do so via business licensing, which offered us speed in both establishing foreign presence and customer acquisition. Expanding overseas through licensing was possible for us as we owned all the necessary IP.

IP management allows us to create a company culture of continuous innovation. The IP created also helps us minimise uncertainties in our capabilities and control our business more efficiently. With control, we can enhance and adapt our services to be more competitive while reducing running costs."

Mr Bryan Wong, President,
Trusted Hub

Design

"By owning and developing our in-house **DESIGN**, we are able to achieve two objectives. In the area of sales and marketing, we are able to extend our reach to the network of customers who do not have their own designers or desire fresh input for their product range. Clients who fall into this group, for instance, are retailers and wholesalers in medium-sized markets or big manufacturers on the lookout for new product lines.

On the manufacturing side, we are able to offer items that play to our particular strengths. If we were to use designs from others, we would have to comply with their specifications which might not be advantageous for us to manufacture and/or make use of our capabilities."

Mr Lim Chiao, Director,
Home of Homes Furniture

Branding

"**BRANDING** has always been a vital part of Super's growth strategy. A thorough understanding of our brand enables us to build on the heritage of our products, at the same time inculcate appeal in new markets with new consumers. A strong brand never stands still; it must always remember its roots and the foundation on which the company's success was built.

Our brand is also important for our people and partners – it provides inspiration through our values, measures our achievements and moves us forward on a united path to achieve our future objectives."

Mr David Teo, Chairman and Managing Director,
Super Group

International Enterprise Singapore
230 Victoria Street #10-00
Bugis Junction Office Tower
Singapore 188024

1800-IESPORE (1800-4377673) local toll-free
T +65 6337 6628
F +65 6337 6898
www.iesingapore.com



Global Company Partnership

Areas of Support - **Market Access**



Areas of Support	Eligible Expenses
Enhancing market presence in ALL MARKETS Supportable activities include: <ul style="list-style-type: none"> (i) Market research (ii) Market feasibility studies (iii) Merger and acquisition due diligence (iv) Bidding (v) Test bedding (vi) Identification of distributor/ agent in-market 	Eligible companies can enjoy support of up to 50% of the following eligible expenses: <ul style="list-style-type: none"> • Costs of engaging a third party professional consultant for any of the supportable activities • For bidding and test bedding activities, modelling and prototyping costs SMEs can enjoy up to 70% support of third-party consultancy costs for Merger and Acquisition activities from 1 Apr 2012 to 31 Mar 2015.
Gaining entry into NEW MARKETS¹ Supportable activities include: <ul style="list-style-type: none"> (i) Overseas marketing presence (ii) Business development (iii) Market start up <p>¹ NEW MARKETS are markets where a company has not had sales of >S\$100,000 for any of the last three years (non-cumulative)</p>	Eligible companies can enjoy support of up to 50% of the following eligible expenses, capped at S\$100,000 per year: <ul style="list-style-type: none"> • For overseas marketing presence, rental costs for physical commercial space in-market, capped at 12 months • For business development, basic salary of two business development staff based in-market for a period of six to 12 months • For market start-up, third-party costs such as: <ul style="list-style-type: none"> – Engagement of distributor/ agent in-market – Product listing fees – Registration of new set ups and intellectual property (IP) – Testing and in-market certification costs – Product adaptation
Double Tax Deduction Scheme	Eligible companies can enjoy up to 200% tax deduction on eligible expenses related to market expansion and investment development activities. For more details, please refer to the GCP-Tax brochure.

Do You **Qualify?**

To qualify for financial support, you would need to fulfil the following criteria:

- ✓ Global HQ anchored in Singapore
- ✓ An annual turnover of at least S\$500,000 per annum based on the most recent audited report
- ✓ An annual total business spending² of at least S\$250,000 in Singapore for each of the past three years
- ✓ A minimum paid-up capital of S\$50,000
- ✓ At least three managerial staff

Each application/ proposal will be evaluated and subject to approval on a case by case basis.

IE Singapore will then co-fund eligible expenses.

² Total Business Spending refers to expenses incurred by the company-applicant.

- Staff costs (salary, training etc)
- Finance costs (bank loans/ overdrafts/ interest)
- Other operating expenses e.g. advertising & promotion, audit fee, depreciation, director's remuneration, freight charges, insurance cost, office rental, professional consultant's fees, telecommunications, utilities, distribution and selling expenses.

For examples of the exclusion list, please refer below.

- Total Business Spending excludes:
- Costs of goods sold/ cost of sales
 - Exchange rate losses
 - Allowance for doubtful debts
 - Income tax expense
 - Property tax expense

International Enterprise Singapore

230 Victoria Street #10-00
Bugis Junction Office Tower
Singapore 188024

1800-IESPORE (1800-4377673) local toll-free

T +65 6337 6628

F +65 6337 6898

www.iesingapore.com



Driving
Singapore's
External
Economy

Global Company Partnership

Areas of Support - **Manpower Development**



Areas of Support		Eligible Expenses
Talent Attraction (Potential hires)	Young Talent Programme (YTP) YTP - Market Immersion <ul style="list-style-type: none">Overseas internships to students from publicly-funded universities*, with the purpose of identifying potential talent and improving employer brand exposure. <p>* Please refer to IE Singapore website www.iesingapore.com/ytp for contact details of participating Singapore universities.</p> YTP - Scholarship <ul style="list-style-type: none">Mid-term local undergraduate scholarship to recruit and groom young talent for your internationalisation operations. IE Singapore will select participating companies on a yearly basis. Talent Recruitment Channels <p>Besides young talent, companies can build a pipeline of mature talent from both local and overseas talent pools to sharpen your recruitment efforts.</p>	<p>Eligible companies can enjoy the following support:</p> <ul style="list-style-type: none">Co-funding of the cost of living allowance by IE Singapore and the university for Singaporean and PR undergraduate students. Funding quantum is region dependent.Up to 70% of approved training expenses if eligible companies recruit from this local talent pool. <p>Eligible companies can enjoy support of up to 70% of the following eligible expenses for scholarships awarded to Singaporeans or PR students:</p> <ul style="list-style-type: none">Full tuition and compulsory feesMonthly maintenance allowanceComputer allowance (one-time)Hostel fees <p>Eligible companies can enjoy support of up to 50% of the cost of hiring a third-party headhunter to recruit C-suite managerial talent who can spearhead your internationalisation plans.</p>
	Talent Development (Existing staff)	Market Attachments <p>Companies can offer in-market training programmes to prepare staff to operate in an overseas market. Training can be provided by in-house company employees or business associates based in the target markets.</p>

Areas of Support		Eligible Expenses
Talent Development (Existing staff)	Leadership Programmes International Business Fellowship (iBF) Executive Programme <ul style="list-style-type: none"> Organised by IE Singapore and top training institutes in key emerging markets, these short-term programmes are designed to help middle and senior management of Singapore companies gain a better understanding of their targeted overseas markets. 	<p>Eligible companies can enjoy support of up to 70% of the course fees for nominated Singaporean or PR employees.</p>
	Customised training for overseas expansion <ul style="list-style-type: none"> Close key market skills gaps that are critical to your successful overseas expansion through customised training programmes* developed by third-party training providers. <p>* Courses that make up part of your day-to-day operations, regulatory requirement courses or ISO standardisation courses covered under your company's operational training costs are not eligible for support.</p>	<p>Eligible companies can enjoy support of up to 50% of the cost of training for third-party strategic customised training programmes for nominated Singaporean or PR employees.</p>
International Manpower Strategy	International HR Strategy Align international human resource strategies to enhance overseas business, for example: <ul style="list-style-type: none"> Helping companies with market entry HR research and HR compliance (eg country labour laws, in-market skill sets, in-market compensation & benefits). Helping companies with cross-border HR management (eg Developing a global talent management strategy and managing employees' international deployment and repatriation). 	<p>Eligible companies can enjoy support of up to 50% of the following eligible expenses:</p> <ul style="list-style-type: none"> Third-party consultancy costs by an established human resource consultancy firm.

Do You Qualify?

To qualify for financial support, you would need to fulfil the following criteria:

- ✓ Global HQ anchored in Singapore
- ✓ An annual turnover of at least S\$500,000 per annum based on the most recent audited report
- ✓ An annual total business spending¹ of at least S\$250,000 in Singapore for each of the past three years
- ✓ A minimum paid-up capital of S\$50,000
- ✓ At least three managerial staff

Each application/ proposal will be evaluated and subject to approval on a case by case basis.

IE Singapore will then co-fund eligible expenses.

¹ Total Business Spending refers to expenses incurred by the company-applicant.

- Staff costs (salary, training etc)
 - Finance costs (bank loans/ overdrafts/ interest)
 - Other operating expenses eg advertising & promotion, audit fee, depreciation, director's remuneration, freight charges, insurance cost, office rental, professional consultant's fees, telecommunications, utilities, distribution and selling expenses.
- For examples of the exclusion list, please refer below.

Total Business Spending excludes:

- Costs of goods sold/ cost of sales
- Exchange rate losses
- Allowance for doubtful debts
- Income tax expense
- Property tax expense

International Enterprise Singapore

230 Victoria Street #10-00
Bugis Junction Office Tower
Singapore 188024

1800-IESPORE (1800-4377673) local toll-free

T +65 6337 6628

F +65 6337 6898

www.iesingapore.com



Global Company Partnership

Areas of Support - **Financing**



	Trade Credit Insurance Scheme (TCIS)	Political Risk Insurance Scheme (PRIS)
Areas of Support	For exporters to manage non-payment risks of their buyers <ul style="list-style-type: none"> Eligible companies can enjoy support of up to 50% of the minimum premium for Trade Credit Insurance (TCI) policies held with Singapore-registered credit insurers Capped at aggregate support of S\$100,000 per qualifying Singapore-based company 	For companies to protect overseas investments and/ or projects against political risk elements <ul style="list-style-type: none"> Eligible companies can enjoy support of up to 50% of the premium for Political Risk Insurance (PRI) policies held with Singapore-registered credit insurers Capped at aggregate support of S\$500,000 per qualifying Singapore-based company
Eligibility Criteria	<ul style="list-style-type: none"> Singapore-based company with at least three strategic business functions¹ in Singapore Turnover of applicant company and subsidiaries must not exceed S\$100 million Annual total business spending³ in Singapore of at least S\$250,000 for each of the past three years Minimum paid-up capital of \$50,000 At least three managerial staff who are Singaporeans or PRs 	<ul style="list-style-type: none"> Singapore-based company with at least three strategic business functions¹ in Singapore Global HQ anchored in Singapore² Turnover of applicant company must not exceed S\$500 million Annual total business spending³ in Singapore of at least S\$250,000 for each of the past three years Minimum paid-up capital of \$50,000 At least three managerial staff who are Singaporeans or PRs
How to Apply	Approach any Singapore-registered TCI or PRI insurer for a TCI or PRI policy cover. Should your company qualify for premium support, the insurer/ broker will assist in the submission of your application to IE Singapore.	

¹ Strategic business functions refer to activities such as (i) banking & financial, (ii) marketing and business planning, (iii) procurement, logistics, (iv) training & personnel management, (v) investment planning/ co-ordination, (vi) R&D and design, (vii) technical support, (viii) manufacturing, and (ix) other value-added (VA) activities.

² Refers to global (not only regional) management control and decision making functions (e.g. strategic global planning and management, HR, sales and marketing, finance and treasury) based in Singapore.

³ Total Business Spending refers to expenses incurred by the applicant company e.g.

- Staff costs (salary, training)
 - Finance costs (bank loans/ overdrafts/ interest)
 - Other operating expenses e.g. advertising and promotion, audit fee, depreciation, director's remuneration, freight charges, insurance cost, office rental, professional/ consultant's fees, telecommunications, utilities, distribution and selling expenses.
- For examples of the exclusion list, please refer below:

Total Business Spending excludes:

- Costs of goods sold/ cost of sales
- Exchange rate losses
- Allowance for doubtful debts
- Income tax expense
- Property tax expense

Loan Insurance Scheme (LIS/ LIS+)		Internationalisation Finance Scheme (IF Scheme)
Overview	<p>Help Singapore-based companies secure short term trade financing lines by insuring these facilities against insolvency risks.</p> <p>Funding is provided by Participating Financial Institutions (PFI). Commercial insurers partake up to 75% risk under the scheme and a portion of the insurance premium is supported by SPRING/ IE Singapore. IE Singapore will also risk share with PFIs under LIS+ for loans that exceed the risk appetite of commercial insurers.</p>	<p>Helps Singapore-based companies secure financing for overseas asset acquisition/ projects by insuring these facilities against insolvency risks.</p> <p>Funding is provided by Participating Financial Institutions (PFI). IE Singapore partakes up to 70% risk under the scheme.</p>
Areas of Support	<ul style="list-style-type: none"> • Risk sharing between Insurers and PFI: 75:25 • Eligible companies can receive premium support of 50% for loans insured by commercial insurers • Types of supportable facilities: <ul style="list-style-type: none"> - Inventory/ stock financing - Structured pre-delivery working capital for confirmed sales orders - Factoring/ bill or invoice or accounts receivable discounting with recourse - Banker's Guarantee for contractual fulfilment 	<ul style="list-style-type: none"> • Risk sharing between IE and PFI: 70:30 • Max loan quantum: S\$15 million • Types of supportable facilities: <ul style="list-style-type: none"> - Asset-based financing for acquisition of revenue-generating fixed assets or factories/ land for use overseas - Structured loan to fund working capital expenses for secured overseas projects - Banker's Guarantee for secured overseas projects
Eligibility Criteria	<p>Facilities for selling to overseas customers:</p> <ul style="list-style-type: none"> • Singapore-based company with at least three strategic business functions¹ in Singapore • Turnover² caps: <ul style="list-style-type: none"> - Non-trading company: must not exceed S\$300 million - Trading³ company: must not exceed S\$500 million <p>Facilities for selling to local customers:</p> <ul style="list-style-type: none"> • At least 30% local shareholding • Applicant's group annual sales turnover must not exceed S\$100million OR applicant's group employment size must not exceed 200 workers⁴ 	<ul style="list-style-type: none"> • Singapore-based company with at least three strategic business functions¹ in Singapore • Turnover² caps: <ul style="list-style-type: none"> - Non-trading company: must not exceed S\$300 million - Trading³ company: must not exceed S\$500 million • Overseas business must complement the Singapore company's core operations and result in economic spin-offs to Singapore

¹ Strategic business functions refer to activities such as (i) banking & financial, (ii) marketing and business planning, (iii) procurement, logistics, (iv) training & personnel management, (v) investment planning/ co-ordination, (vi) R&D and design, (vii) technical support, (viii) manufacturing, and (viii) other value-added (VA) activities.

² Includes turnover of applicant company and subsidiaries

³ Company will be considered a trading company if more than 50% of turnover comes from buying and selling goods.

⁴ "Group" is defined to be consisting of the applicant, the applicant's corporate shareholders who own >50% of total shareholding and the applicant's subsidiaries where the applicant holds >50% of the total shareholding of the subsidiaries

How to Apply

The loans under IF Scheme and LIS/ LIS+ are funded and administered by the Participating Financial Institutions (PFIs). Applications must be made through any of the PFIs listed in the table below:

PFIs under LIS

Bank of East Asia, Limited	6602 7848/ 6602 7849
DBS Bank Limited	1800 222 2200
Hong Leong Finance Limited	1800 338 8338
The Hongkong and Shanghai Banking Corporation Limited	6216 9000
Maybank	1800 629 2265
Oversea-Chinese Banking Corporation Limited (OCBC Bank)	6538 111
Standard Chartered Bank	1800 743 3000
United Overseas Bank Limited	1800 226 6121

PFIs under IF Scheme

AFC Merchant Bank	6224 7155/ 6228 6124
DBS Bank Limited	1800 222 2200
Hong Leong Finance Limited	6415 9640
The Hongkong and Shanghai Banking Corporation Limited	1800 216 9008
Industrial and Commercial Bank of China Limited	6538 1066
IFS Capital Limited	6270 7711
Maybank	6550 7113
Mizuho Corporate Bank, Limited	6416 0723
ORIX Leasing Singapore Limited	6339 3622
Oversea-Chinese Banking Corporation Limited (OCBC Bank)	6538 1111
Standard Chartered Bank	1800 743 3000
United Overseas Bank Limited	6539 1236

International Enterprise Singapore

230 Victoria Street #10-00
Bugis Junction Office Tower
Singapore 188024

1800-IESPORE (1800-4377673) local toll-free

T +65 6337 6628

F +65 6337 6898

www.iesingapore.com

Market Readiness Assistance Grant



The Market Readiness Assistance Grant helps Singapore-based companies' overseas venture by supporting pre-scoped professional services for market assessment, market entry and business restructuring through internationalisation.

IE co-funds 50% of the eligible cost for activities listed below, capped at S\$20,000 per company per year*. Applicants shall engage the services from IE's panel of partners based on supportable activities listed under the respective project codes. For more details, please visit www.iesingapore.com/MRA_Grant

Market Assessment

Project Code	Supportable Activities	Deliverable from Appointed Partner
MA(1)	Assessment of company's products and services for target overseas market.	Detailed report on the company's nature of business and value proposition of the products and services.
MA(2)	Study and assessment of target overseas market's potential for company's business.	Detailed report on: <ul style="list-style-type: none"> • Company's readiness for the market • Feasibility assessment of the market for the company (including details on market size, trends, entry issues, import requirements and procedures, competition, promotional techniques and trade events) • Positioning and differentiating product/ services in the market
MA(3)	Recommendation of the best mode of entry for the company.	Report on the recommended mode of entry into the market, with clear analysis of the recommendation. The mode of entry may include any or a combination of the following: <ul style="list-style-type: none"> • Franchising/ licensing • Agency/ distributorship arrangement • Setting up of sales/ representative offices; and • Incorporation of equity entity in the target market
MA(4)	Identifying issues and potential challenges with respect to legal, tax, labour laws, import and export regulations in the target market environment.	Provide solutions on various legislations and cross-border legal constraints for implementing the recommended mode of market entry: <ul style="list-style-type: none"> • Protection of copyrights and trademarks • Tax complication and issues • Constraints on registration of offices or registration of equity entity • Labour laws and compliances • Cross-border tax complications and impositions • Legality in franchising/ licensing/ agency and distributing arrangements

*Only one application is allowed per company per fiscal year, starting on 1st April and ending on 31st March the following year.

Market Entry

Project Code	Supportable Activities	Deliverable from Appointed Partner
ME(1)	Legal and documentation expenses relating to: <ul style="list-style-type: none"> • Name search and documentation expenses • Trademark and copyrights search and application/ expenses • Filing and registration, documentation expenses for sales/ representative offices or registrations of equity entity • Documentation expenses relating to implementation of recommended tax structures • Application and documentation expenses relating to import and export permits • Legal fees relating to the drafting of franchising, licensing, agency and distributorship agreements (limited to only the first set of such agreement) 	(1) Proof of application/ registration for license, permits and regulatory compliance to local authority, including receipts and acknowledgment slips of applications (2) Certificates of registration, license and permit obtained
ME(2)	Identification of potential in-market business partners for <ul style="list-style-type: none"> • Licensing/ franchising arrangements • Agents and distributors 	Detailed report on the profile of the potential customer segment for company in the selected market and details of the following: <ul style="list-style-type: none"> • List of potential partners for selection • Company profile of each partner • Rationale for suitability to the Singapore company • Outcome of the business matching

Business Restructuring** (Internationalisation)

Project Code	Supportable Activities	Deliverable from Appointed Partner
BR(1)	Identify opportunities in business process improvements for internationalisation.	Detailed report with recommendations on how company could improve their business process and increase efficiency. eg Being closer to their resources. The report should include a roadmap detailing the steps to successful improvements for internationalisation.
BR(2)	Comparison and analysis of markets' environment.	Detailed report on the key factors and policies in each market that affects business operations such as tax policy, labour law and foreign ownership restriction etc.

**Excludes companies that have been awarded the Land Productivity Grant.

Companies may apply for multiple activities in a single application. eg Company can apply for MA (4) & ME (1) in the same application.

Do You Qualify?

To qualify for financial support, you will need to fulfil the following criteria:

- ✓ Global HQ anchored in Singapore
- ✓ Annual turnover of less than S\$100 million per annum based on the most recent audited report

IE Singapore does not accept retrospective applications. Companies are required to apply and obtain approval before the appointment of consultants or commencement of projects.

For details and application

Please visit www.iesingapore.com/MRA_Grant

International Enterprise Singapore

230 Victoria Street #10-00
Bugis Junction Office Tower
Singapore 188024

1800-IESPORE (1800-4377673) local toll-free

T +65 6337 6628

F +65 6337 6898

www.iesingapore.com

